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External Communications



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Why are External Communications Important?

What do you gain when you speak to your external audience?

Purpose of External Communication

- Educate and motivate target audiences
- Share new initiatives and opportunities
- Share successes

Benefits of External Communication

- Increased awareness of programs and initiatives
- Increased participation in programs and initiatives

Example: Adopt A Stream Program

- Developed by Metro Waste Authority
- Used external communication to make communities aware of small rivers/streams in need
- Gained 10 community groups
- 9 events were held & 21 miles of streams were cleaned





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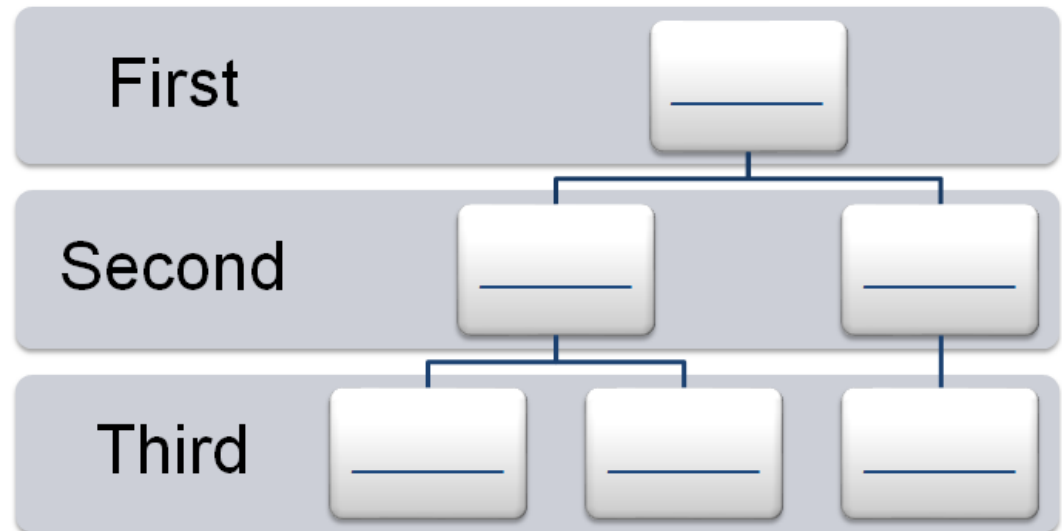
Who is Your Audience?

Who are you speaking to when you communicate externally?



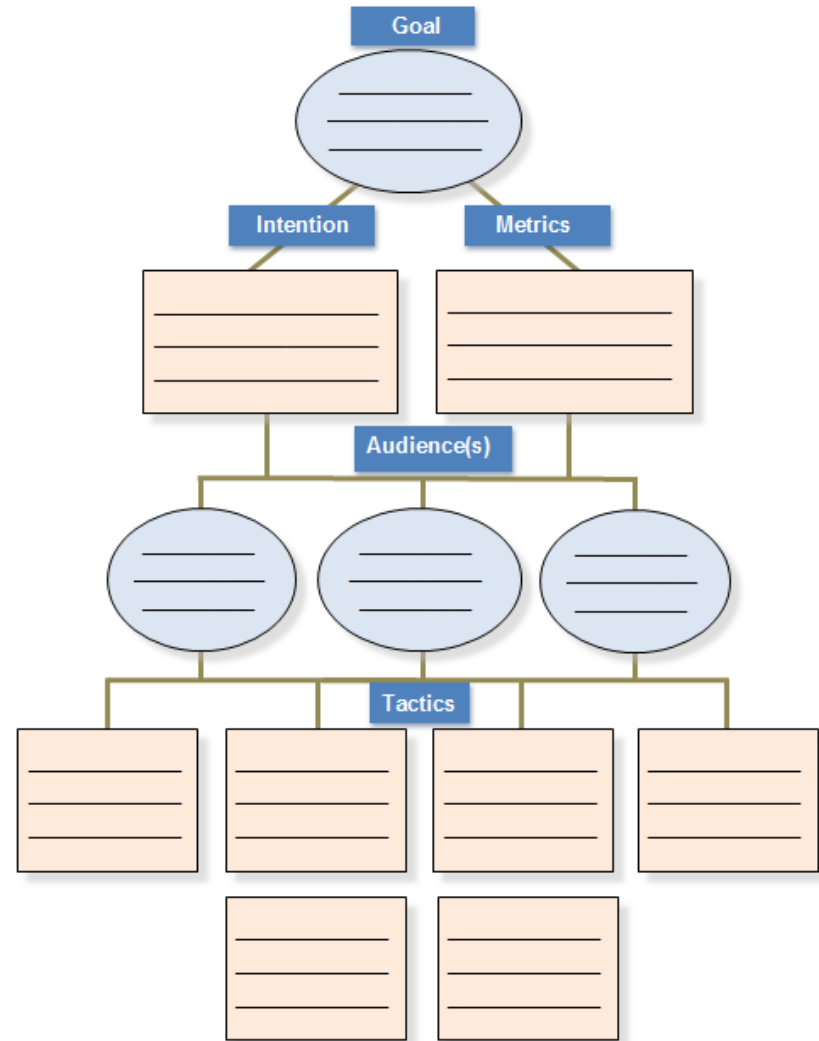
Your External Audiences

- General public
- Agency partners
- Businesses
- Cities
- Municipalities



Communication Planning Worksheet

- Goals
- Intentions
- Metrics
- Strategies
- Tactics





What Are Your External Communication Goals?

What change do you want to your external communications to accomplish?

Goal Setting

- What do you want your external audience to know or do?
 - Inform the public of new curbside recycling program
 - Find new groups to adopt a stream
 - Enlist schools to divert more food waste from landfills
 - Raise awareness of the negative effect of greenhouse gas emissions



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What Are Your Intentions?

What measurable changes do you want to accomplish?



Intention Setting

- Based on Objectives and Targets
 - How much change do you want to see examples
 - Get **20%** more people to use curbside recycling
 - Get **10 more teams** to clean streams
 - Divert **50%** more food waste from landfills
 - Reduce greenhouse gas emissions by **200 CO₂e**



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What Are Your Strategies?

How will you accomplish your goal and reach your intention?



Strategy Development

- How will you accomplish your goal and reach your intention?
 - Create a media budget for advertising
 - Develop a mini public relations plan
 - Determine which tactics will be most effective
 - Dedicate internal staff to coordinate



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What Are Your Metrics?

How will you measure your progress and success?





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What Are Your Tactics?

Which tools and channels work best to reach your external audiences?



Choosing Your Tactics

- Which tactics fit into your strategy?
 - **Write a letter to the editor** encouraging more people to use curbside recycling
 - **Hold an event** to educate community members about cleaning streams
 - **Sponsor a contest** for the school that diverts the most food waste from landfills
 - **Post on social media** tips to reduce greenhouse gas emissions

Public Relations Tactics

Press releases and pitches

- Metro Waste Authority (MWA) promoted the Adopt A Stream through press releases to:
 - Radio
 - Television
 - Newspapers
- MWA encouraged participants to submit press releases too

Sample News Release

FOR IMMEDIATE RELEASE
CONTACT: John Doe
Walnut Creek Watershed Coalition
515-250-6695
Insert-our-email-address@gmail.com

Volunteers Needed for Local Stream Cleanup

Windsor Heights, Iowa – Please join us for the third annual Walnut Creek cleanup from 10 a.m. to 2 p.m., Aug. 25, in Colby Park, 6900 School St. The cleanup is great for families, scout, school groups and anyone who loves the environment and clean water. All ages are welcome to join in the cleanup.

Volunteers will meet at 10 a.m. at Colby Park Pavilion. Gloves, trash bags and water will be provided. We'll gather for a photo and then head out to a number of locations along Walnut Creek and North Walnut Creek. Come out for a great day in the creek and help clean-up this great resource.


After the cleanup, please join us for a trash tally, refreshments and a BBQ. Individuals or companies interested in attending should contact wtwaterquality@gmail.com.

This cleanup is sponsored by the City of Windsor Heights, Metro Waste Authority and Adopt A Stream.

– END –

NOTES:
The sample above is included with the permission of the Walnut Creek Watershed Coalition. Be sure to include if other businesses or organizations support your cleanup efforts. It's also a great idea to follow up news releases with phone calls to media outlets. Some will publish photos and cleanup results if you provide information.

DESIGNED: 10/15/14



Public Relations Tactics

- Awards, recognition programs and events
 - Offer awards and recognition to program participants
 - Hold events pertaining to the program
- Letters to the editor and guest columns
 - Write letters to the editor or guest columns to address issues/ educate readers on topics relevant to your programs
- Speakers' Bureau
 - Presentations to clubs, service organizations and youth groups

Public Relations Tactics

Public Service Announcements (PSAs)

■ TV

- Review policies
- Contact public affairs director
- Will they produce or do you need to pay for production
- Exactly: :10, :15, :20, :30 or :60 secs
- On-screen liners on community access stations/network substations

■ Radio

- Review policies
- Contact public affairs director
- Write script for announcer to read, again exact time to the second

Printed Material Tactics

- Brochures

- Highlights most important program information
- Condensed, easy to digest format

- Fliers, posters and door hangers

- Focuses on one aspect of the program (one message)
- Announce new initiative or an event
- Informs readers how to get involved

Printed Material Tactics

- Letters enlisting partners
 - Reach out to relevant partners with similar goals
 - Build support from community businesses, partner agencies & sympathetic organizations
- Promotional giveaways
 - Encourages individuals and groups to get involved for a prize

Digital Marketing Tactics

■ Website

- Functions as online home base
- Provides most important information and access to details

■ Email marketing

- Reaches sympathetic audience
- High engagement rates among readers
- Brief, visual call-to -action

■ E-newsletter articles

- Reaches sympathetic audience
- Provides background information and call to action

Digital Marketing Tactics

■ Social Media

➤ Social media content

- Program achievements
- Upcoming events
- Relevant news

➤ Social media contest

- Generate excitement
- Spread awareness
- Reward participants



The Des Moines Green Iowa AmeriCorps cleaned up a section of Raccoon River in Des Moines Water Works this weekend. Nine people collected 50 lbs. of trash and recyclables. Thanks for caring about your local waterway!



Planning Digital & Social Media Tactics

Digital and Social Media Worksheet

Venue	Weekly Staff Time	Cost	Posts per month	Goal	Challenges
Email					Collecting email addresses Maintaining list
E-Newsletter					
Facebook					
Twitter					
LinkedIn					
Instagram					
Blog					
Whitepapers					
YouTube Video Channel					



Advertising Tactics

■ TV

- Reaches entire communities
- Shares program background & important information
- Visual and audible medium is often most effective



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Volunteers Keep Iowa Streams Clean

POSTED 11:31 AM, JULY 28, 2014, BY JANNAY TOWNE

f FACEBOOK 20

t TWITTER 6

g- GOOGLE

p PINTEREST

in LINKEDIN

✉ EMAIL



ANKENY, Iowa— Iowans are doing their part to keep streams in the community clean. A group of about a dozen volunteers spent their Sunday afternoon picking up trash along Four Mile Creek.

Advertising Tactics

- Direct mail
 - Shelf life (i.e. magnet or calendar)
 - Can be narrowly targeted
- Radio
 - Reaches broad audience to spread awareness
 - Frequency

Advertising Tactics

- Newspaper
 - Visual call to action
 - Reaches local 45+ audience
- Outdoor
 - Event
 - Directional
 - Great for initiatives related to driving (Example: greenhouse gas emissions)



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T Minus 10 to Launch

Planning your external communication efforts.



Ready, Set...

Good external communications require planning. Do you know:

- Who chooses when to share information?
- Who chooses which tactic to use?
- Will you create a campaign to share the information?

Ready, Set... (continued)

- How long will the campaign last?
- How will you respond to questions & comments?
(Whether they are positive or negative, a response must be well-planned and considered.)
- Who will respond to questions & comments?

Two-Page Communication Plan

- Goal
- Intention
- Strategies
- Target Audience
- Messaging Points
- Time Periods
- Tactics
- Metrics

Two-Page Communications Plan	
Goal: _____	Intention: _____
Strategy: _____ _____	
Target Audience(s): _____ _____	
Messaging Points: ▶ _____ ▶ _____ ▶ _____	
Critical Communications Time Periods: _____ _____ _____	
Tactics: Jan. _____ Feb. _____ Mar. _____ Apr. _____ May _____ June _____	July _____ Aug. _____ Sep. _____ Oct. _____ Nov. _____ Dec. _____
Metrics: _____ _____	

Questions?

- **Work Time** (during workshop and back home with team):
 - Have you used any unique external communications tactics not mentioned here?
 - Which cost-effective public relations tactics do you need to add to your EMS programs?
 - Which advertising channel is truly best for your target audience and message—and how are you measuring to know for sure?